

**THE EFFORT TO PROMOTE SANGIRAN EARLY MAN SITE AS
TOURIST ATTRACTION**



FINAL PROJECT REPORT

**Submitted as Partial Requirement in Obtaining Degree in the
English Diploma Program, Faculty of Letters and Fine Arts**

Sebelas Maret University

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**ENGLISH DIPLOMA PROGRAM
FACULTY OF LETTERS AND FINE ARTS
SEBELAS MARET UNIVERSITY
SURAKARTA**

2016

APPROVAL OF CONSULTANT

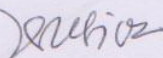
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MOTTOES

*If you can't support us when we fail or fall, don't
support us when we succeed. -Bill Shankly*

You'll Never Walk Alone

DEDICATION

Dedicated to my father, mother, brother, and my tears
That ever made the most beautiful line on my way
here

PREFACE

This report is written to fulfill one of the requirements in obtaining the English Diploma III degree. This report is written based on the job training that was done by the writer in Sangiran Early Man Site. The writer chose this place as the place for having the job training because the writer thinks that this site has many side to learn and the writer can get many great experiences by observing and doing promotion activities.

In this final project, the writer explains about the promotion activities in Sangiran Early Man Site. The writer believes that promotion is very important to develop this site.

The writer realizes that this final project report is far from perfect. Finally, the writer hopes that this report will be useful for all readers especially those who want to know about promotion activities.

Surakarta, January 2016

Rizal Arif

Kurniawan

ACKNOWLEDGEMENT

First of all, the writer would like to say *Alhamdulillah Rabbil' Alamin* to express the writers highest gratitude to Allah SWT Who has given the writer blessing and guidance to finish this final project report.

However, this work could not be accomplished without some helps from several kind people and the institutions. I would like to express my highest gratitude to:

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Surakarta, January , 2016

Rizal Arif

Kurniawan

ABSTRACT

Rizal Arif Kurniawan. 2016. The Effort to Promote Sangiran Early Man Site as Tourist Attraction. English Diploma Program, Faculty of Letters and Fine Arts, Sebelas Maret University.

This final project report was written based on the job training which was done by the writer from 18th February to 18th March at Sangiran Early Man Site. The objectives of this final project are to explain promoting activities in this site and to describe problems faced in promoting in Sangiran. In the process of collecting data, the writer used observation and library research.

The result of this report shows that first, Sangiran Early Man Site as an International site has some problems that annoy the visitors. Promotion is one important part of the site. Apart of it, the role of promotion give important effect on the visitors. So, it is important for this site to make an interesting promotion.

The second result of this report shows that there are some problems in promoting this site, such as the limited number of brochures, advertisement that are less attractive, and funds to conduct a comparative study is not enough that cause the reduction of satisfaction of the visitors, especially because this site is noted, as an International based site. It is important for this site to pay attention on the satisfaction of the visitors.

Sangiran Early Man Site has been selected as World Cultural Heritage by UNESCO. Thus International image should be supported with an excellent human resources and the infrastructure itself.

TABLE OF CONTENT

TITLE	i
APPROVAL OF CONSULTANT	ii
APPROVAL OF THE BOARD EXAMINERS	iii
MOTTOES	iv
DEDICATION	v
PREFACE	vi
ACKNOWLEDGEMENT	vii
ABSTRACT	ix
TABLE OF CONTENT	x

CHAPTER I INTRODUCTION

A. INTRODUCTION	1
B. OBJECTIVES	3
C. BENEFITS	3

CHAPTER II LITERATURE REVIEW

A. TOURISM BUSINESS	4
B. PROMOTION	6
C. TOURISM PROMOTION	8

CHAPTER III DISCUSSION

A. SANGIRAN EARLY MAN SITE	9
B. TOURISM POTENTIALS OF SANGIRAN	12
C. PROMOTION ACTIVITIES	13
D. ACTIVITIES DURING THE JOB TRAINING	15
E. PROBLEMS IN PROMOTING SANGIRAN	16
F. THE SOLUTIONS FOR SANGIRAN	17

CHAPTER IV CONCLUSION AND SUGGESTION

A. CONCLUSION	19
B. SUGGESTION	22
BIBLIOGRAPHY	23
APPENDICES	